

THE TRANSPORTATION LINK



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From the Desk of
the OSDBU

The U.S. Department of Transportation (DOT) has numerous contract opportunities available for the small, disadvantaged and women-owned business community to pursue. At the Office of Small and Disadvantaged Business utilization (OSDBU) we are committed to assist you in your efforts to compete for, and win, transportation-related contracts.

In this edition, we have highlighted five to ten *Marketing Tips* that can be used in developing a marketing strategy geared specifically towards the U.S. Department of Transportation. We hope you will find them helpful.

We are proud to feature this year's National Small Business of the Year winner – *Stanley Construction, Inc.*, headed by President, Thornton Stanley. As you read the article, you will see that success for a small business usually does not come overnight. Rather, it is years of hard work, persistence and perseverance that pay off. Our hat is off to them and we wish them success in their future endeavors!

We encourage all businesses that provide electronic and information technology services to the Federal government, to familiarize themselves with current Section 508 requirements concerning accessibility for people with disabilities. It is important to know the legal responsibilities of your potential clients. For more information on Section 508, visit <http://www.section508.gov>.

With the summer season in full swing, children are out of school and families are planning summer vacations. During this busy time of year, we ask that you keep safety a high priority and please, "Buckle Up America!"

Tips for Marketing the U.S. Department of Transportation

Marketing is a challenging effort for small businesses. It can be difficult to know how to best direct scarce resources to get the greatest return in terms of incoming business. This article contains ten *Marketing Tips* that you may find useful as you prepare to market the U.S. Department of Transportation (DOT).

1. *Research the Federal Procurement Data System (FPDS) maintained by GSA.*

Review the top 5 to 10 industry procurement totals for DOT and for the specific operating administrations within DOT at <http://fpds.gsa.gov>. Analyze the FPDS data to determine what the major procurement buying activities are for each operating administration. This research may indicate whether your specific NAICS code, or niche industry, has potential procurement opportunities. Listed below are the top seven categories in which DOT procured goods and services in FY 2000, including industry procurement totals in "# of actions" and "Dollars".

PRODUCT OR SERVICE	# OF ACTIONS	DOLLARS
Supplies and Equipment	1,434	241,420
ADP Equipment, Purchase and Lease	1,081	45,354
Research and Development	762	99,062
Construction	1,797	377,494
Architect and Engineering	851	67,090
Real Property, Purchase and Lease, or Maintenance	2	702
ADP Services (includes Installation and Maintenance)	623	230,238
Other Services	7,570	738,684

NOTE: These numbers do not include procurement activities by the Federal Aviation Administration (FAA). FAA procures goods and services using the Acquisition Management System and is therefore, exempt from Federal Acquisition Regulations (FAR). For more information on the FAA procurement process and available contract opportunities, visit the FAA Small Business Office at: <http://www.faa.gov/sbo/index.htm>.

2. *Focus on your business successes with other government agencies and use them to help you decide which opportunities you will pursue.*

If you have had success in one federal agency in a specific NAICS category and you learn from your research above that DOT conducts procurements within that same NAICS category...leverage that past success with strong past performance references.

3. *Use the multitude of available research tools and resources that are available including:*

A. Web sites: Research the DOT Office of Small and Disadvantaged Business Utilization (OSDBU) web site to focus your marketing efforts, paying special attention to the following:

OSDBU

Office of Small
and Disadvantaged
Business Utilization

wants to hear from you! Call us toll-free at 1 800 532-1169 with questions or comments about this newsletter or our web site. The Transportation Link's content may be reprinted without permission.

- **OSDBU Homepage/What's New page** - <http://osdbuweb.dot.gov>
- **About Us/Programs page** - <http://osdbuweb.dot.gov/about/index.html>
- **The Transportation Link page** - <http://osdbuweb.dot.gov/translink/index.html>
- **DOT's Marketing Information Package** - <http://osdbuweb.dot.gov/business/mp/mip.html>
- **Contracting Opportunities** - <http://osdbuweb.dot.gov/business/procurement/index.html>
- **Regulatory Issues** - <http://osdbuweb.dot.gov/business/legislation/legislat.html>
- **DBE Information** - <http://osdbuweb.dot.gov/business/dbe/index.html>
- **Related Links to other sites** - <http://osdbuweb.dot.gov/about/related.html>

B. Familiarize yourself with your potential client's goals and objectives.

Review DOT's annual budget information, Strategic Plan - <http://stratplan.dot.gov> and Annual Performance Plan - <http://ostpxweb.dot.gov/budget/perfplan02.pdf>, paying special attention to the *Program Review* section of the Annual Performance Plan.

C. Register for News By E-Mail announcements from:

- **OSDBU** - <http://osdbuweb.dot.gov/about/lists/lists.html>
- **DOT Office of the Secretary (OST)** - <http://www.dot.gov/affairs/listserve.htm>
- **DOT Federal Aviation Administration (FAA)** - <http://www.asu.faa.gov/aaco/coSubscribe1.cfm>
- **Surface Transportation Board (STB)** - <http://www.stb.dot.gov>

4. Develop key networking strategies.

Make a point of meeting and speaking with other DOT primes and sub-contractors that have successfully worked on transportation-related contracts in the past to learn from their experiences and to evaluate potential teaming opportunities. Learn more about the DOT Federal

Aviation Administration (FAA) Mentor Protege Program at <http://www.faa.gov/sbo/men2.htm> and consider becoming involved.

Get to know the Trade Associations that are in your industry niche – especially the ones that are active in the geographic area in which you conduct business

You can find a list of various trade associations on the OSDBU website's *Related Links* page at <http://osdbuweb.dot.gov/about/related.html>.

Register with Pro-NET for greater visibility.

Contracting officers and prime contractors use the Small Business Administration's (SBA) Pro-Net database to find small, disadvantaged and women-owned businesses. Be sure that they can find you by registering in the database at <http://pro-net.sba.gov/pro-net/register.html>, and be sure to keep your company's email address and profile up to date.

5. If you know another small/major business that is doing work with the agency in question, have them write a letter or make a phone call of introduction to the small business representative or program manager of that agency on your behalf.

6. Know your client!!

DO YOUR HOMEWORK! Review the DOT web site and the web site of any operating administrations that procure what you have to sell. Review the agency's Strategic and Annual Performance Plans and take a look at DOT / transportation-related General Accounting Office (GAO) and Office of Inspector General (OIG) reports at <http://www.gao.gov/audit.htm> and <http://www.oig.dot.gov/audits.htm>, respectively. Analyze what you have to offer your potential client.

7. Be credit card accessible.

As a small business it is critical that you become credit card ready. The trend in federal procurement increasingly involves the use of credit cards for purchases or payments.

8. Maintain regular access to contract information.

You can get timely information on current DOT contracts by registering for e-mail contract information on FedBiz Opps (formerly EPS) at <http://www2.eps.gov/EPSVendorRegistration.html>. CBD opportunities are posted daily on the OSDBU web site at <http://osdbuweb.dot.gov/business/procurement/daily.html>. Another option is to review the existing inventory of actual DOT contracting opportunities. You can find the DOT Procurement Forecast as well as links to U.S. DOT Operating Administrations and State DOT Procurement sites on OSDBU's Contract Opportunities page at <http://osdbuweb.dot.gov/business/procurement/index.html>. Also, position yourself for future available opportunities by reviewing GAO / OIG reports and incorporating them into your company's future marketing strategies.

Know your management and program weaknesses and attempt to strengthen them in order to make your company more competent. Maintaining a competitive edge is important when competing for federal contract awards.

US Mexico Border Summit

Are you ready to tap into the wealth that is the U.S. Mexico border? The world's most frequently crossed boundary, the U.S. Mexico border, is a dynamic region for growth. Tap into the border region's unprecedented opportunities at the U.S. Mexico Border Summit.

The University of Texas-Pan American is hosting the US Mexico Border Summit on August 22-24, 2001 in Edinburg, Texas.

The election of President George W. Bush and Mexican President Vicente Fox has created an unprecedented opportunity for the development of the U.S. Mexico border.

U.S. Secretary of Transportation Norman Y. Mineta is scheduled to open the conference with a discussion of major transportation corridors.

For more information: e-mail Bordersummit@panam.edu, call (956) 381-3361, view online www.bordersummit.com

Mobilization, Productivity and Efficiency - 'Keys to Success' for *Stanley Construction, Inc.*

With a rock-solid track record under the leadership of Thornton Stanley, *Stanley Construction* is among the Top 100 paving contractors in the nation, Top 20 subcontractors in Alabama, and Top 4 excavators/pavers in Northern Alabama. Hard work, dedication and perseverance have brought numerous awards to the company which culminated this year when President Bush presented them as the National Small Business of the Year for 2001! Stanley advanced in the 38th annual Small Business Administration (SBA) competition from the Alabama Small Business Person of the Year, to one of four national finalists, and then emerged as the National Winner. He was the first National Winner that the State of Alabama has ever had.

Mr. Stanley's story is not one of overnight success however. Established in 1961 as Stanley's Landscaping and Construction Company, Thornton Stanley's original focus was on residential landscape design. Space exploration in the 1960s brought upon a construction boom in Alabama that propelled Thornton Stanley and his company into the ranks of some of the most sought after contractors. During this time, expansion of numerous residential areas presented Stanley with its earliest, challenging jobs, including design and construction of special gardens, landscaping on slippery slopes, and surfacing the winding and curving driveways found throughout the area.



**Mr. Thornton Stanley and
President Bush**

Ten years later in 1971, Stanley became incorporated and changed the name of his business to *Stanley Construction Company, Inc.* As the times changed, so did the focus of *Stanley Construction*. Today, the company has grown into a dynamic and diverse company with over 60 employees on the payroll. They have shifted away from residential landscaping to commercial site preparation, excavation and road building. *Stanley Construction's* professional capabilities include streets and roads, demolition, clearing and grubbing, excavation, storm sewers and drainage projects, curb and gutter, base and paving, and sidewalks.

Commercial real-estate development is also a source of diversification for *Stanley Construction*. In the 70's, Stanley developed a 50,000 square-foot office complex that is headquarters for Stanley Construction, and home to a telecommunications company, a professional services firm and other contractors. Stanley Construction's capability to take on large commercial projects such as this, as well as highway and street construction, is made possible by their investment in state-of-the-art heavy equipment and technology which

gives them both a quality and productivity edge. "Our philosophy is to work harder AND smarter than our competitors," states Stanley. "Such a philosophy has paid off and has made our company the success it is today!"

Since that time, *Stanley Construction* has been known as the company that gets the job done! "We are known as a company that achieves quality work in a timely fashion," says Stanley. "As site contractors, we are usually the first contractor to begin work on a project and we pride ourselves on fast mobilization and efficient work completion."

Stanley Construction has enjoyed steady growth since its inception, becoming a multi-million dollar operation. Some of the company's premiere contracts have included: site work at Redstone Arsenal, HSV/Madison County Airport Intermodal Center, Lockheed Martin Office Complex, Alabama A&M University Living/Learning Complex and Football Stadium, Old Madison Pike extension, Parkway Medical Center Women's Pavilion, and Madison Elementary School.

With new construction always needed, Stanley is determined to be a front-runner! "We urge businesses, organizations, and agencies of all types to choose our winning team to meet their project goals of effective time and cost management." Stanley states adamantly, "We pledge to make every new construction project as successful as our last!"

For more information on Stanley Construction, Inc., please call Karen Stanley at (256) 837-6850 or e-mail her at kanstanley@aol.com.

Indiana Small Business Event

The U.S. Department of Transportation (DOT), Office of Small and Disadvantaged Business Utilization (OSDBU) invites you to attend “A Small Business Symposium and The Road Show” to be held in Indianapolis, IN, sponsored by the Indiana Department of Administration, Minority Business Development, and the Small Business Administration (SBA) in conjunction with the Indiana Black Expo (IBE).

The event will be co-hosted with other Federal, State, and local agencies on **Wednesday, July 18 and Thursday, July 19, 2001** at the Indiana Convention Center, in Indianapolis.

The purpose of this event is to outreach and provide information to small business owners, including women-owned businesses and disadvantaged business enterprises, on procurement opportunities with Federal, State, and local government entities. In addition, various workshops will be offered throughout the day on topics such as the DOT and SBA Bonding and Lending Programs, Procurement, and Certification.

For further information, please contact Carla Coolman at 800-532-1169 ext. 69886, email at carla.coolman@ost.dot.gov or access up-to-date registration information by visiting OSDBU's website at <http://osdbuweb.dot.gov>.

CALENDAR OF EVENTS FOR July/August 2001

DATE	EVENT	CONTACT
July 15 - 18	4th Integrated Transportation Management Systems (ITMS) Conference, Newark, NJ	(202) 484-4847 fax: (202) 484-3483 http://www.itsa.org
July 18 - 19	Small Business Symposium and The Road Show Indianapolis, IN	Carla Coolman carla.coolman@ost.dot.gov (800) 532-1169 ext. 69886 http://osdbuweb.dot.gov/roadshow.html
July 28-August 1	National Urban League Conference Washington, DC	(212) 558-5385 fax: (212) 344-8817 info@nul.org http://www.nul.org
August 22 - 24	US Mexico Border Summit Edinburg, Texas	(956) 381-3361 bordersummit@panam.edu http://www.border.summit.com

<http://osdbuweb.dot.gov>

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Office of the Secretary of Transportation

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